



Attorney Docket No.: 577172000600  
(PATENT)

**THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Steven O. MARKEL

Application No.: 09/933,927

Confirmation No.: 7741

Filed: August 21, 2001

Art Unit: 2173

For: SYSTEM AND METHOD FOR  
DISTRIBUTION OF INTERACTIVE  
CONTENT TO MULTIPLE TARGETED  
PRESENTATION PLATFORMS

Examiner: R. J. Bayerl

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

This is in response to the non-final Office Action dated December 19, 2005, for which a response is due on March 19, 2006. Accordingly, this response is timely filed. Reconsideration and allowance of the pending claims, as amended, in light of the remarks presented herein are respectfully requested.

**The Amendments to the Specification** begin on page 2.

**The Listing of Claims** begins on page 4.

**The Remarks** begin on page 9.